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COMMUNICATION

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May 24, 2011

Council of Commissioners  
Paul Babb, Chief Executive  
Butte-Silver Bow Local Government  
Courthouse Building  
155 W. Granite Street  
Butte, MT 59701

**RE: Tourism Business Improvement District (TBID) Work Plan and Budget.**

Ladies and Gentlemen:

The Butte-Silver Bow Council of Commissioner's has created a Tourism Business Improvement District (TBID) by MCA 7-12-1101 – 1144, known as Special Tourism Business Improvement District No. 1 for the purposes of promoting tourism, conventions, trade shows, and travel to Butte-Silver Bow. The City-County is also authorized to assess the applicable property owners with in the district any or all of the costs of funding all uses and projects for tourism promotion within Butte-Silver Bow.

According to MCA 7-12-1132, a Work Plan and Budget must be submitted to the governing body. A Public Hearing must be held for the purpose of obtaining public comments. This hearing has been scheduled for June 15<sup>th</sup> at 7:30 PM.

The TBID Work Plan and Budget are attached to this document.

I appreciate your attention to this request.

Sincerely,

Marko Lucich  
Executive Director  
Butte Chamber of Commerce

## Butte - Silver Bow TBID

### 2011-2012 Plan of Work

Mission: The mission of the Butte-Silver Bow TBID is to generate room nights for lodging facilities in the County of Butte-Silver Bow Montana by effectively marketing and funding projects to promote our region as a preferred travel destination

Market Segments:	Activity:	Budget:
Events & Tournament Retention	The TBID will work to promote sports tournaments and special events in Butte-Silver Bow which will generate room nights in Butte - Silver Bow County	\$68,000.00
Meetings & Conventions	In conjunction with the Butte Convention & Visitors Bureau the TBID will market actively solicit groups and conventions which will benefit hotels/motels in Butte-Silver Bow.	\$68,000.00
Administrative & Professional	Funds to support the administrative function of the TBID, <i>liability insurance</i> , etc	\$25,000.00
Leisure Marketing	The TBID will market to the leisure traveler through joint ventures with the Butte CVB, Gold West Country, and independent efforts.	\$68,000.00
Reserve Funds	Funds to be held in reserve for budget shortfalls, unexpected opportunities, or use in future years.	\$21,000.00

5/24/2011